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**4 SEM TDC SMKT 3 (Sp)**

**2015**

( May )

**COMMERCE**

( Speciality )

Course : 403

**( Service Marketing )**

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks  
for the questions*

**1. Fill in the blanks :** 1×8=8

(a) In service mix a hotel is an example  
of — service.

(b) 'DINK' is a reason for growth of services.  
The full form of 'DINK' is —.

(c) In insurance sector, the price is  
called —.

(d) The phrase 'Marketing Mix' was first  
used by —.

- (e) The pricing strategy in which payment is to be made only after the results are achieved is called — pricing.
- (f) In gap model, the gap between expected service and perceived service is considered as gap no. —.
- (g) In SWOT, opportunities and threats are — factors .
- (h) A service is an act or — offered by one party to another.

2. Write short notes on any *four* of the following :

4×4=16

- (a) Service marketing triangle
- (b) Customer perception
- (c) Packaging
- (d) Targeting
- (e) Expanded marketing mix
- (f) Advertising

3. (a) Discuss the origin and growth of service marketing.

3+8=11

Or

- (b) Enumerate the factors of macro- and micro-environment for marketing of services.

6+5=11

4. (a) Discuss the nature and determinants of customer's expectation of services. 5+6=11

Or

- (b) What is service expectation? Explain various types of customer's expectations of services. 3+8=11

5. (a) Discuss the causes behind service quality problems. 11

Or

- (b) Define Branding. Discuss the role of Branding and Packaging in service marketing. 3+4+4=11

6. (a) What do you mean by Physical Evidence? Discuss in detail with reference to Hospitality services. 5½+5½=11

Or

- (b) Write the meaning and objectives of positioning in service marketing. Mention different steps of positioning services. 6+5=11

7. (a) What do you understand by marketing of educational services? Discuss the points which are significant in marketing educational services.  $4+8=12$

Or

- (b) What do you mean by banking? Explain about the criteria for segmentation for marketing of banking services.  $4+8=12$

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